AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated hereafter.

1.   (Currently Amended) A method for providing customizable multimedia messages over a television system to a communications terminal for presentation to a user, comprising:

creating at least one message configuration by an application server, each message configuration having parameters for defining how the customizable multimedia message is presented to the user;

sending the at least one message configuration from the application server to the communication terminal;

receiving the at least one message configuration at the communication terminal at a first clock time;

responsive to receiving the at least one message configuration at the first clock time, storing the at least one message configuration at the communication terminal;

creating a first message activation request for presenting a first message content to a user according to the at least one message configuration, wherein the first message activation request includes a message content expression and an identification of the at least one message configuration; and

at a second clock time after the first clock time sending the first message activation request from the application server to the communications terminal over the television system.

2.   (Currently Amended) The method of ~~Claim~~ claim 1, wherein the message content expression comprises the first message content.

3.   (Currently Amended) The method of ~~Claim~~ claim 1, wherein the message content expression comprises a location reference to the first message content.

4.   (Currently Amended) The method of ~~Claim~~ claim 1, further including delivering the first message content to the communications terminal from ~~the~~ a location reference.

5. (Currently Amended) The method of ~~Claim~~ claim 1, wherein the first clock time corresponds to a time during a boot-up procedure of the communications terminal.

6. (Currently Amended) The method of ~~Claim~~ claim 1, wherein the step of sending the first message activation request includes textual content as at least a portion of the message content expression.

7. (Currently Amended) The method of ~~Claim~~ claim 1, wherein the step of sending the first message activation request includes audio content as at least a portion of the message content expression.

8. (Currently Amended) The method of ~~Claim~~ claim 1, wherein the step of sending the first message activation request includes ~~graphical content~~ audio content as at least a portion of the message content expression.

9. (Currently Amended) The method of ~~Claim~~ claim 1, wherein the step of sending the first message activation request includes sending message content selected from the group consisting of a banner, sprite, ticker tape, barker and an animated clip.

10. (Currently Amended) The method of ~~Claim~~ claim 1, wherein responsive to receiving the first message activation request from the application server, the communications terminal provides the first message content to a user according to the at least one message configuration.

11. (Currently Amended) The method of ~~Claim~~ claim 1, the at least one message configuration corresponds to a default message configuration and the identification of the at least one message configuration in the first message activation request is according to the absence of a message configuration expression in the first message activation request.

12.   (Currently Amended) The method of ~~Claim~~ claim 1, further including at the communications terminal creating a second message activation request for presenting a second message content to the user according to the at least one message configuration, and presenting the second message content to the user according to the at least one message configuration.

13.   (Currently Amended) A method for receiving customizable multimedia messages over a television system at a communications terminal for presentation to a user, comprising:

configuring at a multimedia messaging server a plurality of different message requests with respective message content expressions and respective message configuration expressions,;

configuring a first type of expression to correspond to including in a message request a location reference to retrieve message information from a location remote from a communication terminal;

configuring a second type of expression to correspond to including in a message request message information;

receiving at [a] the communications terminal from [a] the multimedia messaging server a first message request including a first message content expression and a first message configuration expression;

responsive to receiving the first message request,

presenting a first message to a user according to the first message content expression and the first message configuration expression;

receiving at the communications terminal from the multimedia messaging server a second message request including a second message content expression and a second message configuration expression; and

responsive to receiving the second message request,

presenting a second message to a user according to the second message content expression and the second message configuration expression, wherein the second message request includes at least one type of expression different than the type of expressions in the first message request.

14. (Currently Amended) The method of ~~Claim~~ claim 13, further comprising retrieving a message configuration from a remote location utilizing the first message configuration expression, wherein the first message configuration expression corresponds to the first type of expression.

15. (Currently Amended) The method of ~~Claim~~ claim 13, wherein the step of presenting the first message includes presenting a message content according to the first message content expression and the first message configuration expression, wherein the first message configuration expression corresponds to the second type of expression.

16. (Currently Amended) The method of ~~Claim~~ claim 15, wherein the second message configuration expression corresponds to the first type of expression.

17. (Currently Amended) The method of ~~Claim~~ claim 15, wherein the first message content expression corresponds to the first type of expression.

18. (Currently Amended) The method of ~~Claim~~ claim 13, wherein the first message content expression corresponds to the second type of expression.

19. (Currently Amended) The method of ~~Claim~~ claim 13, further including configuring a third type of expression to correspond to a default message configuration according to the absence of a message configuration expression in a message request.

20. (Previously Presented) A system for providing customizable multimedia messages over a television system to a communications terminal for presentation to a user, comprising:

multiple application servers that generate at least one message configuration;

a multimedia messaging server that receives at least one message configuration from multiple application servers and associates message content for presentation to a user according to the at least one message configuration, and generates a request according to the at least one message configuration, the request including the message content and a message configuration

5

expression for delivery over a television system to a communications terminal associated with the user, wherein the multiple application server and the multimedia messaging server are located in the headend; and

a multimedia messaging client that receives the request and associates the message content and the message configuration for presentation of the message content according to the message configuration.

21.   (Currently Amended) The system of ~~Claim~~ claim 20, wherein the message configuration expression comprises a location reference that is utilized by the multimedia messaging client in retrieving the message configuration for use in presenting the message content by the communications terminal.

22.   (Currently Amended) The system of ~~Claim~~ claim 20, wherein the message configuration expression comprises the message configuration for use in presenting the message content by the communication terminal.

23.   (Currently Amended) The system of ~~Claim~~ claim 20, further comprising a database of message configurations, the database accessible by the multimedia server.

24.   (Currently Amended) The system of ~~Claim~~ claim 20, wherein the multimedia messaging client includes a client application and a configuration manager, wherein the configuration manager provides the client application with the message configuration associated with the message content.

25.   (Previously Presented) A system for delivery of multimedia messages, comprising:

a multimedia messaging server; and

multiple application servers in which each server generates message content and a database of predefined message configurations,

wherein each application server delivers the message content and at least one of the database of predefined message configurations to the multimedia messaging server,

which in response thereto, generates a request that comprises the message content and a message configuration expression, wherein the multiple application server and the multimedia messaging server are located in the headend.

26.   (Currently Amended) The system of ~~Claim~~ claim 25, wherein the message configuration expression comprises a location reference.

27.   (Currently Amended) The system of ~~Claim~~ claim 25, wherein the message configuration expression comprises the message configuration.